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Attorney Docket No. DEM1P006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the Patent Application of: **NEAL et al.**

Serial No.: **09/849,783**

Art Unit: **3623**

Filed: **May 5, 2001**

Examiner: **Van Doren, Beth**

For: **SYSTEM FOR CREATING OPTIMIZED PROMOTION EVENT CALENDAR**

Mail Stop: Non-Fee Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

February 16, 2004

Dear Sirs:

Certificate of Mailing

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on February 16, 2004.

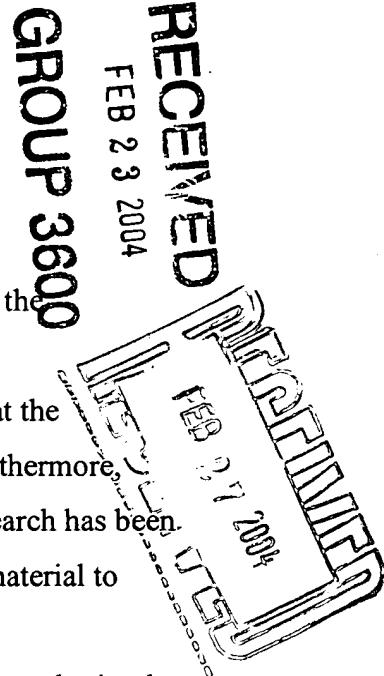
Signed: Kang S. Lim
Kang S. Lim

INFORMATION DISCLOSURE STATEMENT FILED
UNDER 37 C.F.R. §§ 1.56 AND 1.97(b)

Pursuant to 37 C.F.R. § 1.56, Applicants bring the following documents to the Examiner's attention in the referenced application.

Citation of the above documents shall not be construed as an admission that the documents are necessarily prior art with respect to the referenced application. Furthermore, citation of the above documents shall not be construed as a representation that a search has been made or an admission that the information cited herein is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

Pursuant to 37 C.F.R. § 1.97, this Information Disclosure Statement is being submitted under one of the following (as indicated by an "X" to the left of the appropriate paragraph):



X 37 C.F.R. § 1.97(b). This Information Disclosure Statement is: (i) filed within three (3) months of the filing date of the above-referenced application, (ii) believed to be filed before the mailing date of a first Office Action on the merits or, (iii) believed to be filed before the mailing of a first Office Action after the filing of a Request for Continued Examination under §1.114. Accordingly, it is believed that no fees are due in connection with the filing of this Information Disclosure Statement.

— 37 C.F.R. § 1.97(c). This Information Disclosure Statement is filed after the period specified in C.F.R § 1.97(b), but before the mailing date of either (i) a final action under § 1.113 or, (ii) a notice of allowance under § 1.311.

— A certification pursuant to 37 C.F.R. §1.97(e) or

— A check for \$180.00 for the fee under 37 C.F.R. § 1.17(p).

If the Examiner has any questions or comments with respect to the present application, the Examiner is respectfully invited to telephone the undersigned at (925) 570 8198.

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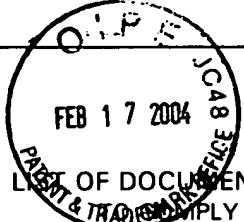
Respectfully submitted,



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CUSTOMER NO. 36088

\KSL IDS d

 LIST OF DOCUMENTS CITED BY APPLICANT <small>PATENT & TRADEMARK OFFICE</small> <small>APPLY WITH 37 C.F.R. 1.56</small>		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	ATTY. DOCKET NO. DEM1P006	SERIAL NO. 09/849,783
		APPLICANT	NEAL	
		FILING DATE	GROUP	
		05/05/2001	3623	

U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	AA	6,456,986	09/24/2002	Boardman et al.			
	AB	6,397,193	05/28/2002	Walker et al.			
	AC	6,341,268	01/22/2002	Walker et al.			
	AD	6,134,534	10/17/2000	Walker et al.			
	AE	6,052,686	04/18/2000	Fernandez et al.			
	AF	5,933,813	08/03/1999	Teicher et al.			
	AG	5,790,643	08/04/1998	Gordon et al.			
	AH	5,765,143	06/09/1998	Sheldon et al.			

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FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION
							YES NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

CA		“PCT International Search Report”, Application Number PCT/US03/30488, mailed January 28, 2004.
CB		Bruce G.S. Hardie et al., “Attribute-based Market Share Models: Methodological Development and Managerial Applications”, University of Pennsylvania, Working Paper 98-009, pp. 1-48, 1998.
CC		Rossi, Delorgio, & Kantor; “Making Sense of Scanner Data;” Harvard Business Review, Reprint F00205, 2000.
CD		“Pacificorp IRP: Renewables Costs Must Drop 65% to be Competitive with Gas,” dated December 8, 1995.
CE		Robert J. Dolan, “How Do You Know When the Price is Right?”, Harvard Business Review, September-October 1995, P. 4-11

EXAMINER	DATE CONSIDERED
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.